

Claims

What is claimed is:

- 1 1. An interactive services display and response user interface, comprising:
2 a client connected to receive and respond to signals based on interactive
3 content over a communications channel;
4 an interactive provider server connected to receive said client responses and
5 respond to said client;
6 an interface page for providing information pertinent to said interactive content
7 to said client;
8 wherein said page can be configured by said client to display said pertinent
9 information according to the preferences of said client and the
10 interactive content is tailored to the transmission and reception
11 capabilities of said client and said preferences are stored by said
12 interactive provider server.

- 1 2. The interface of Claim 1, wherein at least some of said pertinent information
2 is displayed using traffic lights.

- 1 3. The interface of Claim 1, wherein said pertinent information includes the
2 time left in a betting window.

- 1 4. The interface of Claim 1, wherein the visual elements of said interface page
2 can be altered to color preference.

- 1 5. A system for providing interactive and personalized services
2 comprising:

3 a client connected to receive and respond to signals based on interactive
4 content over a communications channel;
5 an interactive provider server connected to receive said client responses and
6 respond to said client; and
7 an interface page for providing information pertinent to said interactive content
8 to said client,
9 wherein said interactive provider server personalizes said pertinent information
10 according to said client responses.

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12. The system recited in claim 11, wherein said pertinent information comprises information related to teams upon which the client has made bets.

13. The system recited in claim 6, wherein said client responses comprises answers to various questions answered prior to providing said interactive and personalized services.